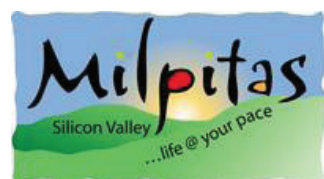


URBAN DESIGN VISIONS FOR MILPITAS

California Circle and Main at Serra

Chapter 3

Visions and Concepts



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After completing the initial assignments that had students assessing the city and the conditions in and around the project areas, they discussed a theoretical framework that could help them conceptualize appropriate urban design approaches.

The class adopted the framework proposed by Ian Bentley and his associates in their book *Responsive Environments - A Manual for Designers*, where seven urban design principles are identified for place-making and the production of environments that are socially conscious and responsive to both the community and existing markets. These principles are:

1. Permeability
2. Variety
3. Legibility
4. Robustness
5. Visual Appropriateness
6. Richness
7. Personalization

After adopting the seven urban design principles, the class applied them in the assessment of successful case precedents, as noted elsewhere in this report (see also the case-studies in Appendix 4). This helped in building a repertoire of urban design solutions that inspired them in developing ideas for Milpitas.

Chapters 3 and 4 represent the student teams' initial ideation process. Three teams present visions for the California Circle area, while four teams do so for the area around Main Street at Serra Way. For each proposal, a Vision Statement is followed by objectives (two for each urban design principle), design concepts (two for each objective), a conceptual diagram showing the design proposed for the whole area, and a table indicating the preliminary square-footage dedicated to the different land-uses that are being proposed.

3.1 Visions and Concepts for California Circle

Team 1:
Stephanie Benzel
Melissa Johnson
Haydne Shimer
Francisco Vargas
Alice Zannmiller

Vision Statement

Waterview Plaza will be an innovative, attractive, mixed-use, and pedestrian friendly development, designed to establish a new image of Milpitas for the 21st century. It will embody a multi-dimensional transition from gray to green, focusing on technology, sustainability, and community. It will provide desirable amenities for site patrons, Milpitas residents, and visitors from the surrounding Bay Area, such as a Waterview Plaza, a creek walk, a hotel and retail, with the design focusing around a central plaza. This project will establish Milpitas as a leader in forward-thinking development and signify the start of a new history for the city.

DESIGN PRINCIPLE 1: PERMEABILITY

"Permeability is the layout of routes that define the flow and accessibility of an environment both visually and physically."

Objective 1.1

Provide easy accessibility by multiple modes of transportation.



Design concept: Reduce lane size and install traffic calming features.



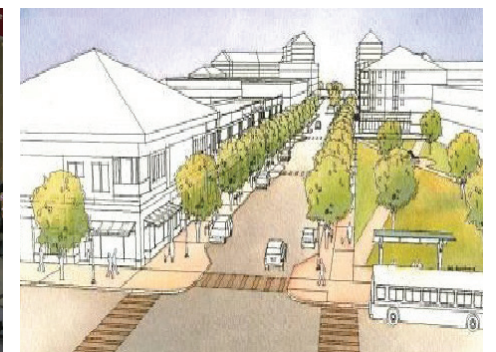
Design concept: Increase public transportation and bicycle linkages.

Objective 1.2

Enhance walkability within the site by making it visually and physically permeable.



Design concept: Increase sidewalk width and connections.



Design concept: Increase number of crosswalks to enhance connectivity.

DESIGN PRINCIPLE 2: VARIETY

"Variety adds value to the permeable spaces by providing a mixture of uses for various demographics and times."

Objective 2.1

Incorporate a range of uses to create a vibrant place to draw in the community as well as new patrons.



Design concept: Adjust site zoning from industrial to mixed use to allow developers a range of uses.



Design concept: A small water park would lend uniqueness to the site and draw visitors from the region.

Objective 2.2

Capitalize on the wide range of cultures present in Milpitas.



Design concept: Encourage community input for areas such as community gardens.



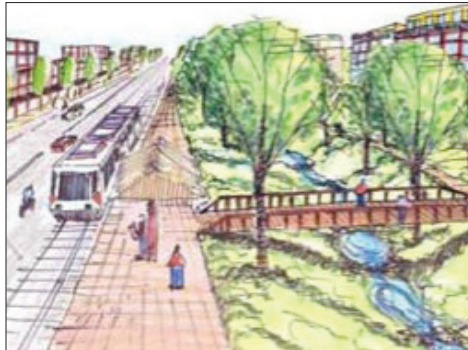
Design concept: Create public gathering space for multiple cultures.

DESIGN PRINCIPLE 3: LEGIBILITY

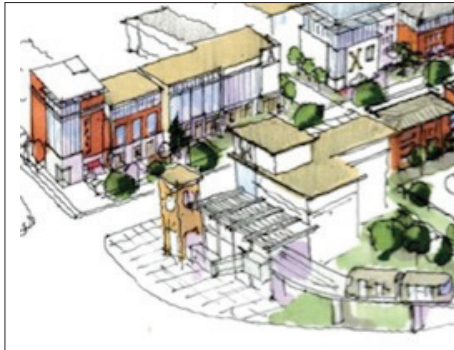
"Legibility makes environments easy to read for pedestrians and vehicles navigating the space."

Objective 3.1

Incorporate multiple uses with logical connections between each use.



Design concept: Position natural buffers between conflicting uses.



Design concept: Encourage logical mix of uses.

Objective 3.2

Make the area easy to navigate for pedestrians and drivers alike.



Design concept: Capitalize on large number of highway traffic with proper signs.



Design concept: Provide amenities at intersections to create nodes and attract visitors.

DESIGN PRINCIPLE 4: ROBUSTNESS

"Robustness creates both small and large scale spaces that can be utilized by many different people over a long period of time."

Objective 4.1

Encourage development that embraces a variety of different social, cultural, and economic interests.



Design concept: Construct public spaces that are adaptable for different uses at various times.



Design concept: Provide a range of square feet that can accommodate change of uses and scale.

Objective 4.1

Adopt a consistent, modern, visually appealing architectural design.



Design concept: Uses driven by the public give the community a stake in the site.



Design concept: Public spaces give community members an opportunity to adapt.

DESIGN PRINCIPLE 5: VISUAL APPROPRIATENESS

"Visual Appropriateness conveys a purpose and adds an aesthetic quality to an area."

Objective 5.1

Adopt a consistent, modern, visually appealing architectural design.



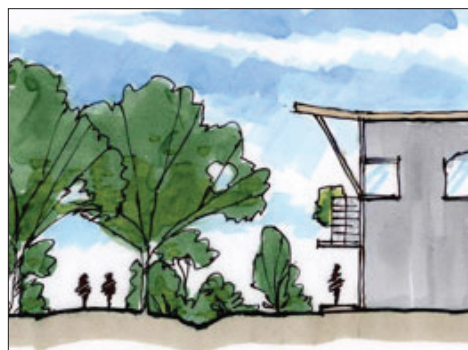
Design concept: Establish form based codes that promote modern architecture.



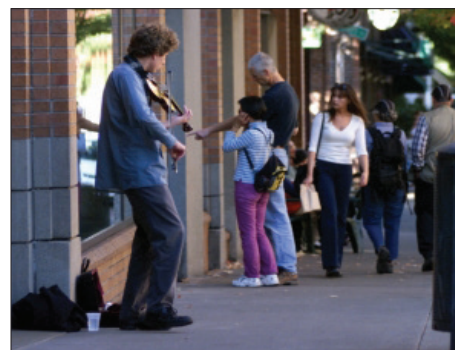
Design concept: LEED certified buildings and green infrastructure to promote sustainability.

Objective 5.2

Development throughout the site should enhance aesthetic experience and respect the human scale.



Design concept: Retain human scale in buildings and landscape designs.



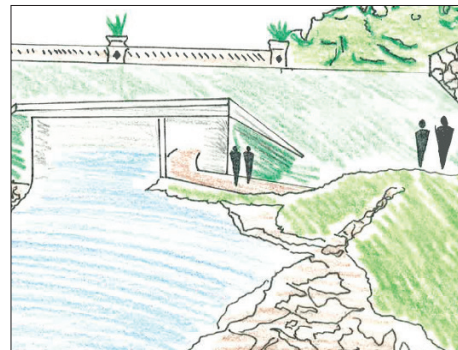
Design concept: Keep built elements close to the street to enhance walkability.

DESIGN PRINCIPLE 6: RICHNESS

"Richness brings uniqueness and memorability to a place by appealing to a variety of sensory experiences."

Objective 6.1

Address the site's existing downfalls to create a more appealing place.



Design concept: Enhanced pedestrian experience by the creek.



Design concept: Botanical gardens to mask landfill smell.

Objective 6.2

Provide for flexible and attractive public spaces.



Design concept: Cart pods that will provide diverse and flexible dining.



Design concept: Attractive, calming, and interactive water features.

DESIGN PRINCIPLE 7: PERSONALIZATION

"Personalization benefits individuals by granting them some creative power over the environment."

Objective 7.1

Encourage personalization of private spaces to enhance variety and visual stimulation.



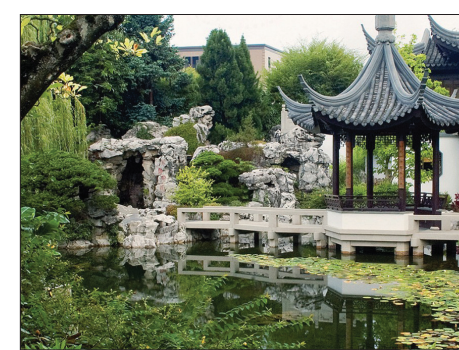
Design concept: Allow outdoor uses to be used in various ways including dining.



Design concept: Encourage flexible outdoor areas and moveable chairs and tables.

Objective 7.2

Provide for the personalization of public spaces by the full spectrum of cultures and populations represented in Milpitas.



Design concept: Flower gardens with diverse cultural styles.



Design concept: Lawn-games to provide recreational activities for all ages.

Conceptual
Diagram



Estimated Square Footage	
Retail	339,239 sq. ft
Office	806,880 sq. ft.
Mixed-Use <i>office over retail</i>	143,212 sq. ft.
Mixed-Use <i>residential over retail</i>	609,848 sq. ft
Water Park	276,007 sq. ft.
Park	158,581 sq. ft
Plaza	80,247 sq. ft.

Team 2:
Juan Alberto Bonilla
Seitu Coleman
Jenny Ha
Monet Sheikhali

Vision Statement

The Village Walk is a pedestrian-friendly mixed-use development located in the “crossroads of Silicon Valley.” It augments the surrounding community by providing inviting features, landmarks, housing, and space for commercial, hi-tech, and recreational uses. The Village Walk is an accessible, culturally rich, and a livable community that provides a destination for both visitors and residents of the City of Milpitas.

The seven design principles defined by Ian Bentley et al. in their book “Responsive Environments” formed our design theory framework and served as the foundation for our vision. We integrated the 7 design principles into our design concept by creating a pedestrian-friendly environment with a freeway noise buffer, as well as a green walk and water feature along the median.

DESIGN PRINCIPLE 1: PERMEABILITY

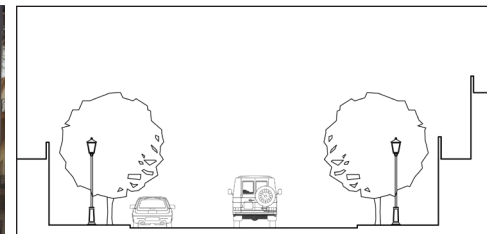
“Permeability is the capacity to provide a certain amount of access to a space. Permeability can determine the number of access points, through routes, or sense of welcome of a space.”

Objective 1.1

Promote maximum accessibility for pedestrians, bicycles, and drivers within the site.



Design concept: Use alleyways.



Design concept: Segregate circulation by mode and provide generous pedestrian space.

Objective 1.2

Respect distant views of hills and provide visual connections throughout the area.



Design concept: Break up building mass between blocks.



Design concept: Provide high points to view the entire site and city form.

DESIGN PRINCIPLE 2: VARIETY

“Variety describes a site that has two or more uses. Variety allows a site to hold many activities and attract a wide range of users over a set unit of time (typically a day).”

Objective 2.1

A place that accommodates various complementary activities 24/7.



Design concept: Mix entertainment, retail, office, residential, and open space uses.



Design concept: Juxtapose different uses close to each other.

Objective 2.2

Provide different attractions to animate public spaces.



Design concept: Incentivize a recreational and entertainment complex.



Design concept: Juxtapose public space with retail and office.

DESIGN PRINCIPLE 3: LEGIBILITY

“Legibility is a space’s capacity to be understood. A space that is legible can be absorbed and conceptualized by a user in a relatively short amount of time.”

Objective 3.1

Provide the site with a unique and strong regional identity.



Design concept: Include a landmark that is visible from off-site, particularly from I-880.



Design concept: Use architectural styles and colors to complement surrounding uses.

Objective 3.2

Create a legible overall physical structure.



Design concept: Provide cohesive landmarks, place makers, and signage.



Design concept: Use existing creeks, pond, and highway as recognizable borders for the site.

DESIGN PRINCIPLE 4: ROBUSTNESS

“Robustness is the quality that some places have to be used for many different purposes, offering people more choices than places that have a design that limits them to a single fixed use.”

Objective 4.1

Encourage mix of uses.



Design concept: Encourage mixed-use developments.



Design concept: Provide open spaces suitable for multiple uses.

Objective 4.2

Provide public spaces and sidewalks with active edges.



Design concept: Activize store-fronts with outdoor seating.



Design concept: Require awnings on main streets.

DESIGN PRINCIPLE 5: VISUAL APPROPRIATENESS

“Visual appropriateness pertains to how a space advertises its intended functions. A space that is visually appropriate allows users and viewers to feel comfortable, rather than awkward.”

Objective 5.1

Place building attractive and responsive to their basic functions.



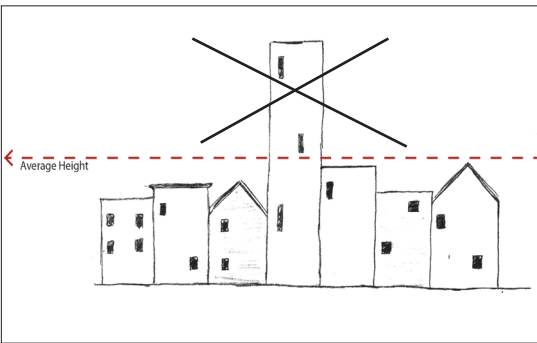
Design concept: Encourage transparent and visually attractive buildings.



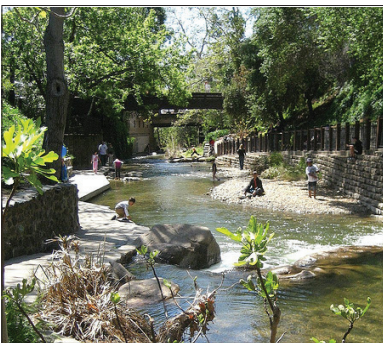
Design concept: Encourage integration of residential buildings with open spaces and buffers.

Objective 5.2

Provide a smooth transition between uses and neighborhoods.



Design concept: Set design guidelines for height and visual consistency.



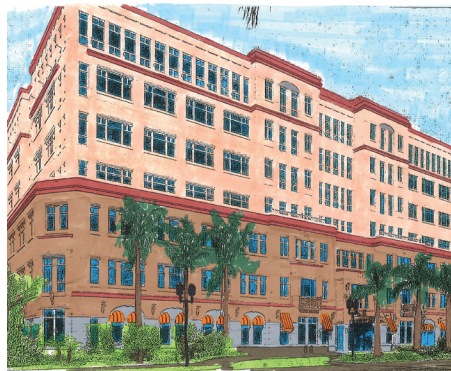
Design concept: Use the existing creek and highway as a buffer between the project and neighborhood.

DESIGN PRINCIPLE 6: RICHNESS

"Richness means that a space can give its users and viewers multiple experiences through the different senses. Richness is not purely visual because it can also be achieved by the senses of motion, smell, hearing and touch."

Objective 6.1

Provide an entertaining experience for pedestrians along the main streets.



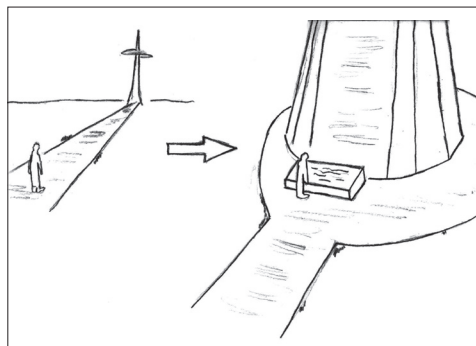
Design concept: Provide building facades with a variety of textures, colors, and depth.



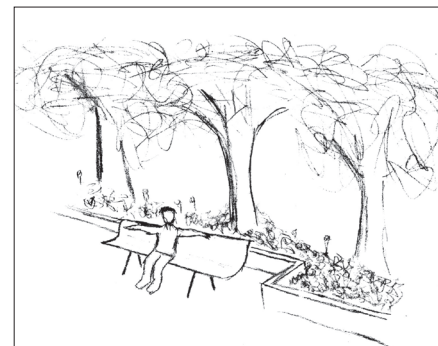
Design concept: Stimulate colorful sidewalks complete with landscaping and pedestrian amenities.

Objective 6.2

Provide attractions that maintain on-lookers' interests over a long period of time.



Design concept: Encourage human scale and grand scale views.



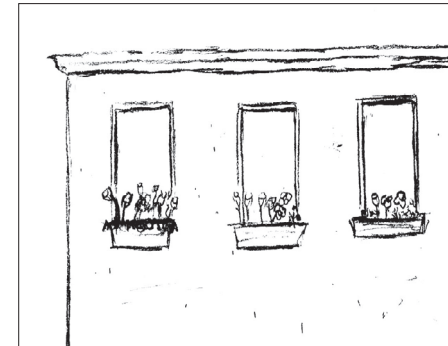
Design concept: Create comfortable spaces to sit, meet, and look.

DESIGN PRINCIPLE 7: PERSONALIZATION

"Personalization divides private space from public space. The more a space is personalized, the more private the space is."

Objective 7.1

Architecture solutions that allow for individual expressions.



Design concept: Encourage identification and personal expression through decorative elements such as flowerbeds.



Design concept: Provide opportunities for individual, retail, and offices at ground floor.

Objective 7.2

To provide comfort in public areas.

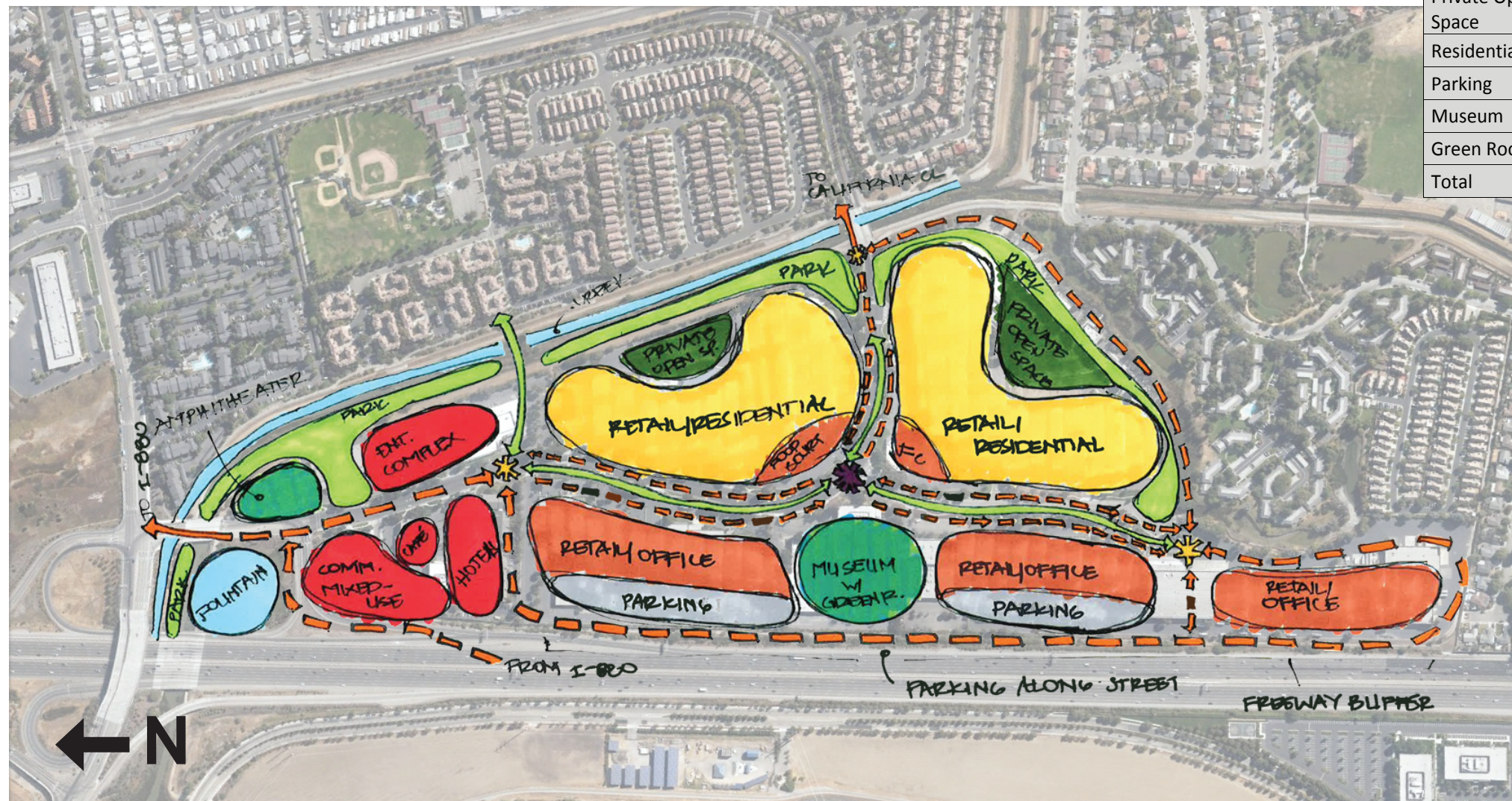


Design principle: Provide movable public seats concept tables.



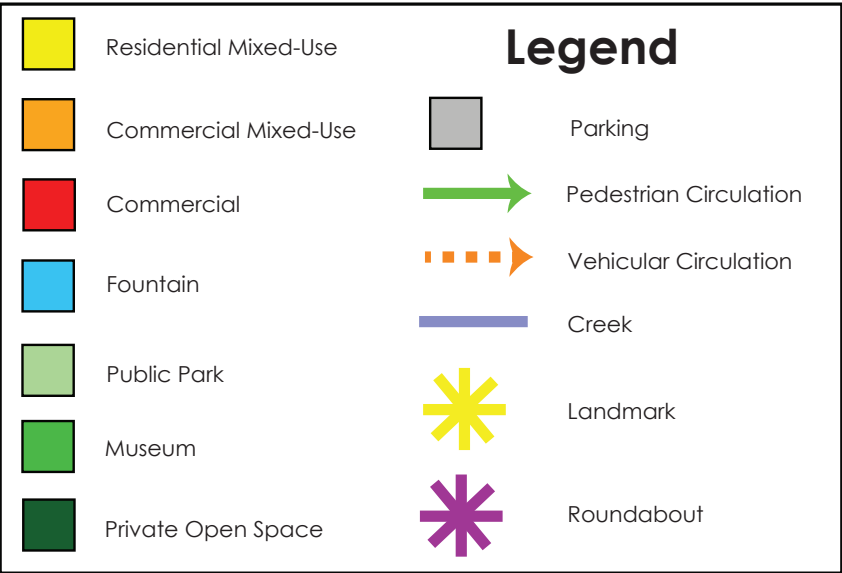
Design concept: Provide adequate decorative lighting.

Conceptual Diagram



Estimated Square Footages of Total Built-Space

Use	Ground Floor Area (m ²)	Floors	Total Area (m ²)	Total Area (ft ²)
Park	30,026	1	30,026	323,336
Fountain	10,068	1	10,068	108,416
Commercial	173,132	4	692,526	7,457,476
Office	80,953	6	485,716	5,230,439
Amphitheater	3,752	1	3,752	40,405
Private Open Space	14,924	1	14,924	160,711
Residential	54,082	4	216,330	2,329,551
Parking	23,025	3	69,075	743,836
Museum	14,542	3	43,626	469,784
Green Roof	14,542	1	14,542	156,595
Total	419,046	25	1,580,585	17,020,549



Team 3:
Stephen Severon
Tom Bertwistle
Alex Perez
Yuri Way

Vision Statement

The Circle will be a vibrant community bustling with recreational, educational, and culturally rich venues to explore; it will serve as a premiere destination for ethnic cuisine, artistic expression, shopping, and entertainment. The Circle will continually transform itself to resonate the spirit of its diverse community setting at any given time. Designed to fit the needs of nearby residents and tourists, California Circle will offer plenty of unique experiences and be an attractive destination to visit, such as a cultural center, artists lofts and galleries, and a plaza as a focal point.

The design concept behind our re-envisioned California Circle originated from analyzing the area's demographics, sensitivity to the area's eclectic cultures, and an awareness of the site's highly visible and assessable location. With these in mind, our vision entails creating a robust and culturally rich environment for local residents, neighboring populations, and commuters passing through on Interstate 880. In actualizing our project goals, we implemented the following design guidelines contained in Ian Bentley et al's "Responsive Environments".

Permeability: *(physical) Numerous ways users can access a site. (visual) Interface between public and private spaces.*

To achieve permeability, we are utilizing small blocks and providing pathways for pedestrians, bicyclists, and vehicles. Additionally, interaction between public and private spaces is encouraged through openings to allow for visual contact between the two where appropriate.

Variety: *Experimental choices offered to users.*

To achieve variety, buildings on the site will showcase a mix of complementary architectural styles, and through mixed use zoning choices of activities will be provided.

Legibility: *Qualities that allow people to grasp a place's layout.*

To achieve legibility, we are employing effective wayfinding systems by posting appropriate signage and designing strong pathways to guide users.

Robustness: *Places that do not have a fixed use.*

To achieve robustness, a mixture of daytime and nighttime venues will be provided, and spaces will have a square footage limit to encourage a wide range of uses.

Visual Appropriateness: *Conveying a place's identity and purpose for users to quickly interpret.*

To achieve visual appropriateness, different uses will have strongly different identities; for example, architectural features will differentiate between residential and commercial spaces.

Richness: *Variety and amount of sensorial experiences offered to users.*

To achieve richness, buildings will have interesting and contrasting facades, and a variety of food and art venues will be provided.

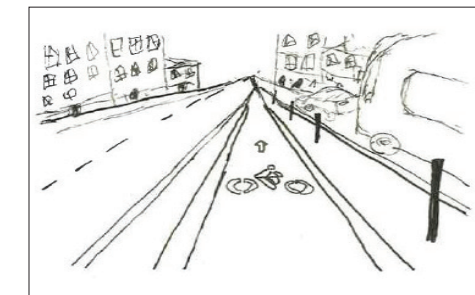
Personalization: *User additions that allow them to customize their space.*

To achieve personalization, restrictive codes will be limited to allow owners to customize their shops and homes, and artists' work will be displayed in public spaces.

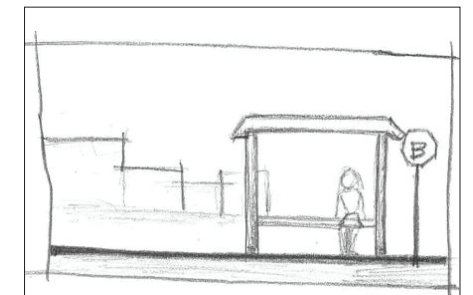
DESIGN PRINCIPLE 1: PERMEABILITY

Objective 1.1

Public transit oriented through TOD standards.



Design concept: Provide class 1 bike lanes to promote multimodal transportation.



Design concept: Incorporate transit points which are appropriate for the site to encourage transit use and reduce vehicular congestion.

Objective 1.2

Provide visibility between the indoors and the outdoors



Design concept: Allow for indoor activities to be brought outdoors to further connect the two spaces.

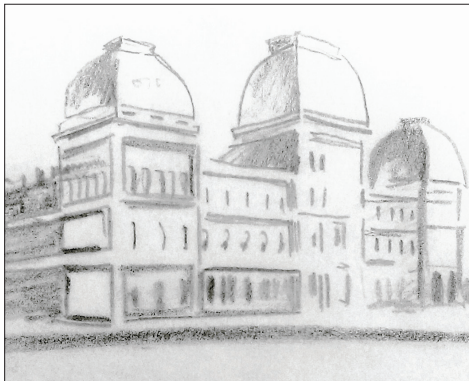


Design concept: Encourage large window fronts to facilitate intrigue and movement indoors and out.

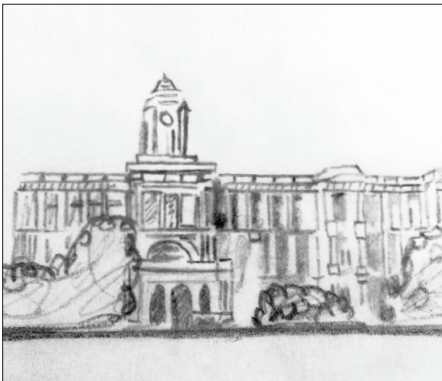
DESIGN PRINCIPLE 2: VARIETY

Objective 2.1

Have a mix of architectural styles by using different building types, facades, and styles.



Design concept: Promote different types of building facades to dispel monotony and promote visual interest.



Design concept: Encourage a variety of building heights to break up large masses and create distinctions.

Objective 2.2

Have a mix of land uses by implementing mixed use zoning.



Design concept: Allowing for a variety of mixed uses throughout the site to sponsor a vibrant community.

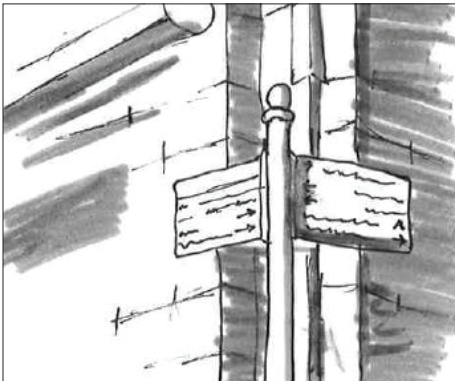


Design principle: Promote integration between built and natural environments.

DESIGN PRINCIPLE 3: LEGIBILITY

Objective 3.1

Employ effective wayfinding systems to help pedestrians, bicyclists, and drivers easily navigate the site.



Design concept: Providing abundant signage throughout the site for ease of navigation.



Design concept: Thematic signage at critical junctions to assist all types of traffic.

Objective 3.2 Design strong pathways by placing landmarks on site, and using pathway enclosures and building continuity.



Design concept: Landmarks on site help pedestrians orient themselves.



Design concept: Appropriately sized pathways create a sense of enclosure and comfort while directing pedestrian movement.

DESIGN PRINCIPLE 4: ROBUSTNESS

Objective 4.1

Support day-time and night-time activities by providing morning (e.g. cafes), afternoon (e.g. shopping), and evening (e.g. restaurants, bars) venues.



Design concept: Providing ample seating throughout plazas encourage maximum use of the space.



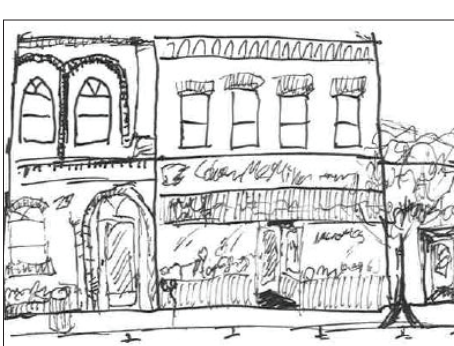
Design concept: Allowing for activities at different times promote a safe and active community center.

Objective 4.1

A square footage limit will prevent mega spaces on the site.



Design concept: Discourage large single use buildings and spaces which may be hard to fill or adapt if vacated.



Design concept: Encourage small spaces and buildings which are an appropriate scale and easily adaptable.

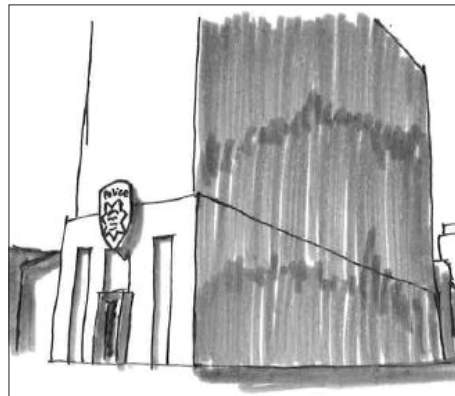
DESIGN PRINCIPLE 5: VISUAL APPROPRIATENESS

Objective 5.1

Design the site to be understood to people irrespective of cultural background by having public spaces be accessible; ensuring different uses have different identities.



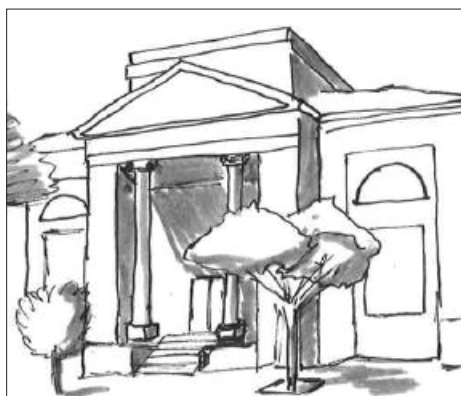
Design concept: Furniture and design features strongly indicate a space's intended use.



Design concept: Prominent entrances instantly welcomes users without the need for signs.

Objective 5.2

Buildings will express their function so that their purpose and the activities it contains are self-evident.



Design concept: Architectural style reflects the structure's use.



Design concept: Residential and commercial spaces are made distinct by different facades.

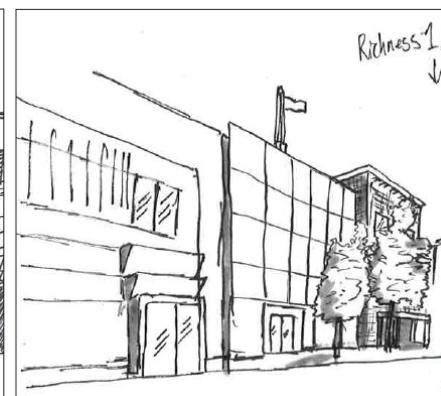
DESIGN PRINCIPLE 6: RICHNESS

Objective 6.1

Have interesting, attractive, and contrasting facades.



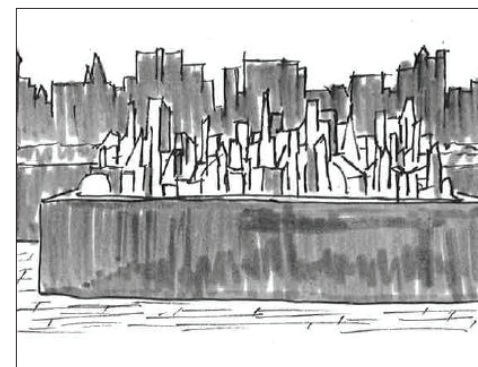
Design concept: Varying building heights and style create richness.



Design concept: Contrasting facades adds interest.

Objective 6.2

Have a strong focus on food and art.



Design concept: Public art enriches aesthetic value and promotes a festive environment.



Design concept: A diverse food culture presents options and encourages repeat visitors.

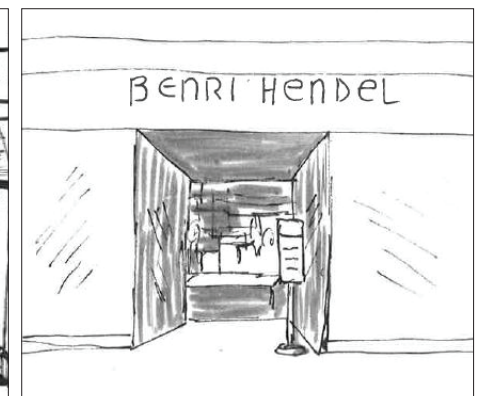
DESIGN PRINCIPLE 7: PERSONALIZATION

Objective 7.1

Allow building owners to customize their shops by limiting restrictive codes.



Design concept: Unique storefronts suggest to pedestrians as to what's inside.



Design concept: Storefronts devoid of personalization appear cold and unwelcoming to shoppers.

Objective 7.2

Personalize public open space by allowing artists to rotate their artwork.



Design concept: Outdoor patio seating creates a welcoming, unique environment.



Design concept: Public artwork encourages pedestrian curiosity and approach.

Conceptual Diagram



Estimated Land Use Square Footage

Commercial:	226,000 SQ. FT.
Hotel:	340,000 SQ. FT.
Office Commercial:	51,000 SQ. FT.
Residential Commercial:	350,000 SQ. FT.
Residential:	690,000 SQ. FT.
Civic Centre:	430,000 SQ. FT.
Parking:	240,000 SQ. FT.
Park:	100,000 SQ. FT.

**Square footage is building footprints*

Artist Loft over Gallery = 2 levels artist lofts over 1 level of gallery

Residential = 4 levels of residential

Residential Commercial = 2 levels of residence over 1 level of commercial

Office Commercial = 2 levels of offices over 1 level of commercial

Commercial = 2 levels of commercial

3.2

Visions and Concepts for Main at Serra

Team 4:
Claire Caruso
Elizabeth Granger
Emilio Merino
Kyle Van Leeuwen

Vision Statement

The Main Connection is a cohesive area in downtown Milpitas centered on the concept of celebrating its history and culture. **The Main Connection** focuses on a mixture of uses that encourage pedestrian activity, celebrate the local history and cultural diversity, and strengthen the identity of the City of Milpitas. It features attractions such as a multi-screen movie theatre for international films, a residential hotel, and high density residential uses.

DESIGN PRINCIPLE 1: PERMEABILITY

Provide several routes and access options within and from around.

Objective 1.1

Improve accessibility within the site.



Design Concept:
Widening sidewalks
to promote safe and
comfortable walkability.

Design Concept:
Traffic calming measures
to slow down vehicular
circulation.



Objective 1.2

Improve access into the site.



Design Concept: Create
gateways that will lead traffic
into the site.

Design Concept: Improve
sidewalks, crosswalks, and bike
lanes leading into site



DESIGN PRINCIPLE 2: VARIETY

Maximize the number of uses the site can accommodate.

Objective 2.1

Provide a mixture of uses within close distances to one another.



Design Concept: Provide
space for multiple uses
within one structure.

Design Concept: Create a
variety of indoor and outdoor
gathering spaces.



Objective 2.2

Design a gathering space that reflects the community demographics.



Design Concept: Design
a variety of scaled
spaces to attract all types
of businesses.

Design Concept: Form
Based Codes that
encourage a variety of
storefronts.



DESIGN PRINCIPLE 3: LEGIBILITY

Legibility is the ease at which a user can discern the uses through the layout of an area's paths and junctions.

Objective 3.1

Create distinct regions with clearly connected paths.



Design Concept: Create visual connections that highlight paths and encourage movement throughout the site.

Design Concept: Break up building mass to create clear identities.



Objective 2.2

Create nodes and place landmarks to draw people throughout the site.



Design Concept: Create distinct anchors (Plazas, Buildings, Parks) that entice people to walk through site .

Design Concept: A green connection between the city hall and the midtown area.



DESIGN PRINCIPLE 4: ROBUSTNESS

Provide several possibilities of uses in buildings, in public spaces, and in the urban design providing for a variety of stakeholders.

Objective 4.1

Different areas within the site will attract a wide scope of business types.



Design Concept: Unique storefront designs can add recognizable character to highlight the type of businesses inside.

Design Concept: Place storefronts at the sidewalk to make them highly visible and animate public space.



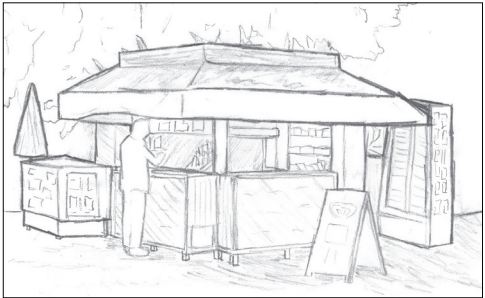
Objective 4.2

A wide selection of options for an appealing variety of retail and food.



Design Concept: Versatile spaces and lay-outs that can be used in many ways.

Design Concept: Allow for business of all sizes, from large retail to specialized kiosks.



DESIGN PRINCIPLE 5: VISUAL APPROPRIATENESS

Attract and communicate uses of buildings through design and appropriate styles for the locale and the region.

Objective 5.1

Communicate uses through design.



Design Concept: Facades should reflect the interior uses.

Design Concept: Appropriate massings and styles for all types of uses.



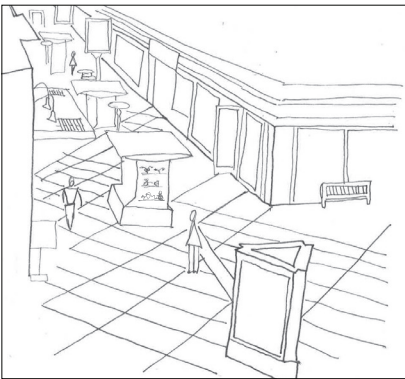
Objective 5.2

Attractiveness at public spaces through appropriate human scale.



Design Concept: Variety of pedestrian amenities.

Design Concept: Wide pedestrian walkways.



DESIGN PRINCIPLE 6: RICHNESS

Encourage the use of a wide range of materials, colors, and patterns to make an area pleasing to the users.

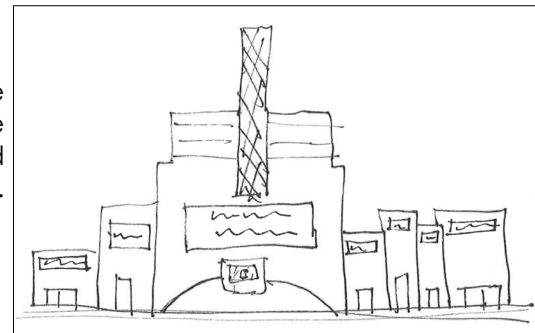
Objective 6.1:

Express history and culture of Milpitas throughout the site.



Design Concept:
Preserve and restore
previous buildings.

Design Concept: Create
a cultural center, movie
theatres, shops and
restaurants.



Objective 6.2

Provide a sense of identity for the community.



Design Concept: Interactive public
art that relates to the culture.

Design Concept: Iconic
architecture that creates a
sense of place.

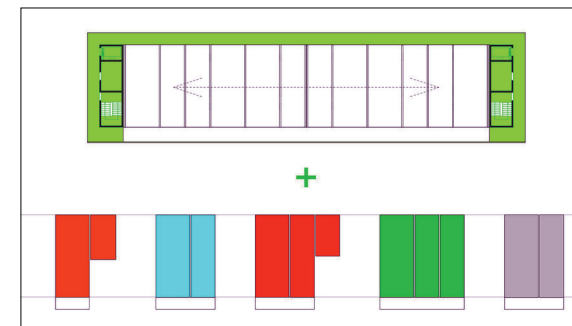


DESIGN PRINCIPLE 7: PERSONALISATION

Provide design solutions that allow for unique touches that give the area character through attention to detail.

Objective 7.1

Generate spaces and lay-outs flexible for adaptation.



Design Concept:
Design building with
open concepts.

Design Concept 2:
Possibilities for rooftop
gardens.



Objective 7.2

Encourage sense of identity and pride.

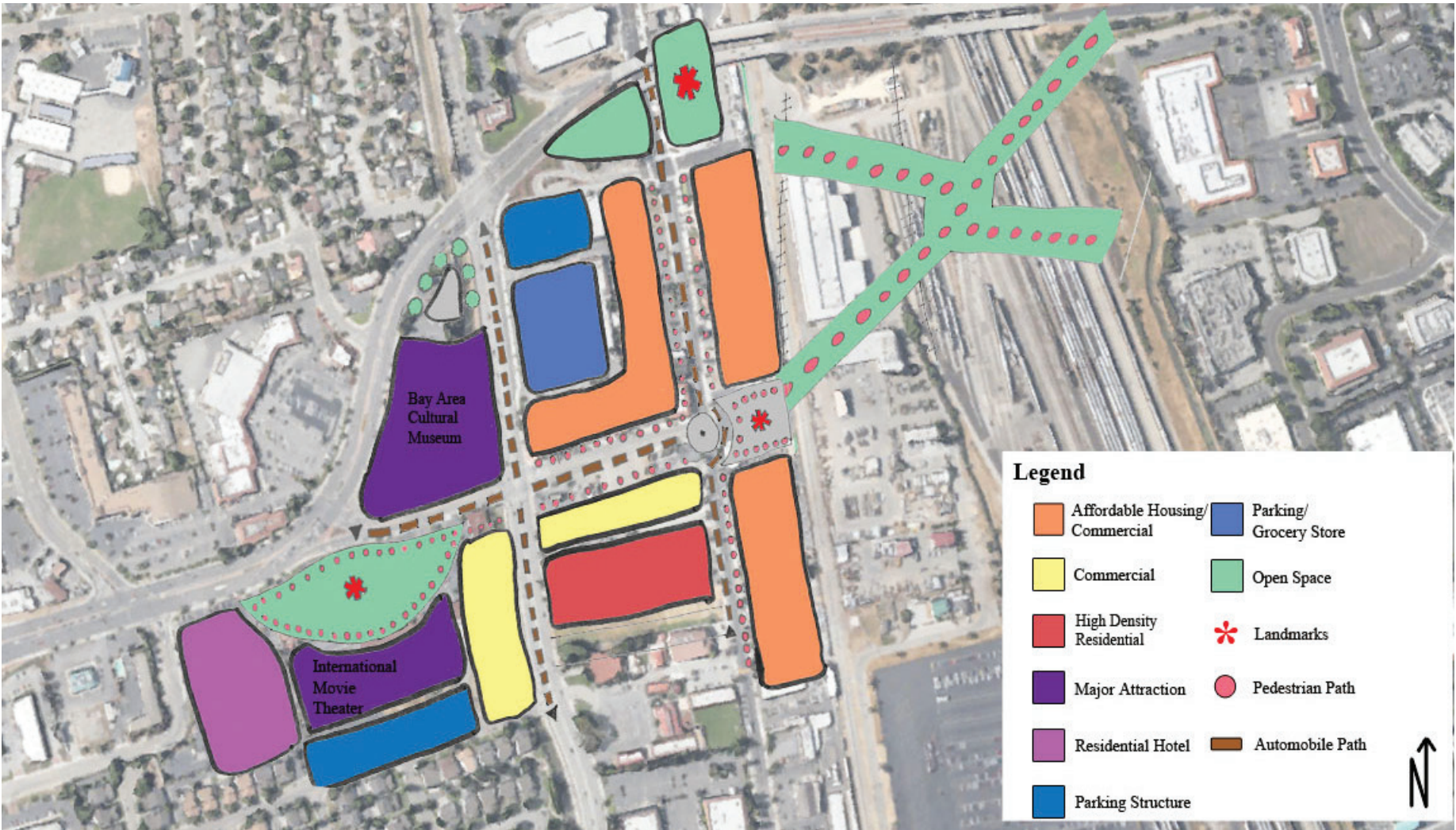


Design Concept: Flexible
open spaces for public
gathering and community
expression.

Design Concept:
Elements that allow for
community expressions.



Conceptual Diagram



Estimated Square Footages of Total Built-Space

Commercial/Affordable Housing	2, 075, 235 sq. ft.
Commercial	186, 846 sq. ft.
Office	186, 846 sq. ft.
High Density Residential	1, 143, 135 sq. ft.
Major Attraction	305, 914 sq. ft.
Residential Hotel	698, 060 sq. ft.
Parking Structure	583, 536 sq. ft.
Parking/Grocery	116, 967 sq. ft.
Open Space	250, 093 sq. ft.

Team 5:
Kevin Alcantra
Chris Bedekovic
Jane Kim
Diane Tran

Vision Statement

Downtown will be a LEED-certified area of Milpitas where a vibrant mix of uses and a robust economy will attract visitors and residents alike, such as an iconic movie theatre, a recreation center, and plazas with public art. Walkability and active sidewalks, transit, historic and attractive architecture, recreation and entertainment will be the fundamental design elements that will provide Downtown Milpitas with a strong sense of place.

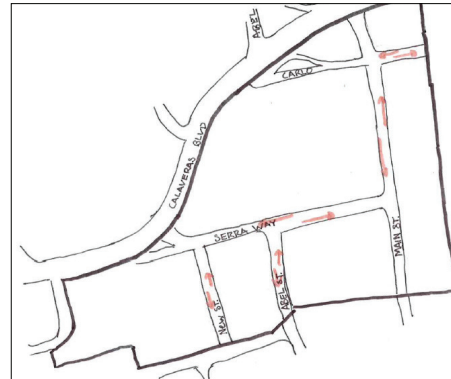
Design affects the choices people make. It affects where people go and how they use the space. The key issues to making places responsive and maximizing the degree of users' choice and enjoyment in them are covered by the adopted seven principles and the design objectives and concepts pertaining to each one of them.

DESIGN PRINCIPLE 1: PERMEABILITY

The quality of permeability guarantees that users to easily see through and traverse the area with ease.

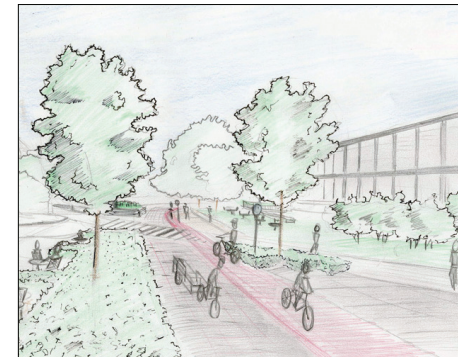
Objective 1.1

To allow the site to be accessible in diverse ways.



Design Concept: Allow the site to be accessible by several modes of transport.

Design Concept: Create more streets to provide alternate routes.



Objective 1.2

To create a visually understandable area.



Design Concept: Provide appropriate signage for the user to traverse the area.



Design Concept: Provide view-sheds from one junction to the next.

DESIGN PRINCIPLE 2: VARIETY

Places and buildings with varied forms, uses and meanings, attracting varied people at varied times.

Objective 2.1

Provide different uses within the site to create a lively and attractive atmosphere for the community.



Design Concept: Open spaces with sitting area and different uses.

Design Concept: Mix of high and low density developments.



Objective 2.1

Provide different building footprints with variations in size without obstructing natural views to the hills.



Design Concept: Use of modern architecture as landmarks.

Design Concept: Variation in size of building footprints and open space.

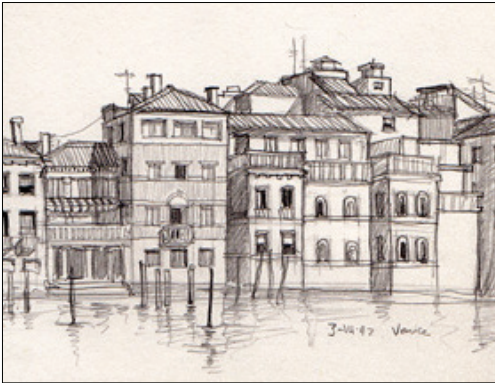


DESIGN PRINCIPLE 3: LEGIBILITY

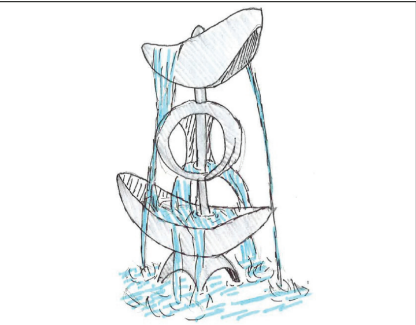
A clear and understandable site design that leaves a lasting impression on the users.

Objective 3.1

To give the site a sense of identity so users know when they are in the site.



Design Concept: Consistant architectural deisgn to provide for a sense of place.



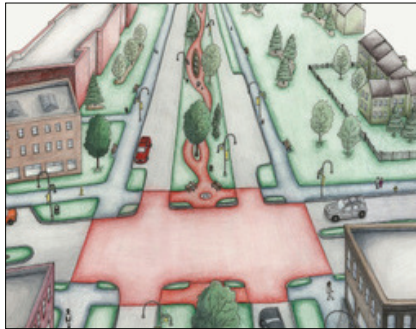
Design Concept: The use of landmarks to orient pedestrians.

Objective 3.2

To utilize transitions and barriers to give the site a cohesive or bordered feel.



Design Concept: Creating the same use across barriers provides a cohesive transition.



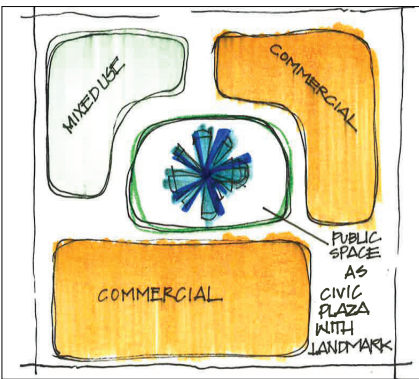
Design Concept: Using medians as barriers between streets for safety and legibility.

DESIGN PRINCIPLE 4: ROBUSTNESS

The quality that enables a place to be used for a variety of complementary purposes.

Objective 4.1

To offer a broad range of diverse uses and activities for the user.



Design Concept: A Civic plaza offering multiple uses.



Design Concept: A Farmer's Market as an opportunity for community engagement.

Objective 4.2

To enhance community life for the City of Milpitas .



Design Concept: Provide a variety of passive and active parks for all.



Design Concept: A community center for recreational activities.

DESIGN PRINCIPLE 5: VISUAL APPROPRIATENESS

Important for the creation of an identity for Milpitas and its downtown.

Objective 5.1

Give Milpitas a sense of identity through appropriate architecture.



Design Concept: Encourage modern architecture to make Milpitas unique.



Design Concept: Allow outdoor outlets to accomodate to today's tech era.

Objective 5.2

Create a "Downtown Feel" for Main Street and Serra Way.



Design Concept: Streetscape with plenty pedestrian-friendly features.



Design Concept: Public space underneath the highway to make it more attractive.

DESIGN PRINCIPLE 6: RICHNESS

Richness is the appearance at a detailed level of design to increase the choice of sense-experiences.

Objective 6.1

To create an enjoyable sense-experience for the user through out the space.



Design Concept: Offer a variety of vegetation to mask the smell of the landfill.



Design Concept: Minimize sound impacts between Main St. and the railroad.

Objective 6.2

To design a kinetic experience for the user.



Design Concept: Creating a curvilinear path allows the user to experience the area.



Design Concept: Include a variety of architecture, landscape and design details.

DESIGN PRINCIPLE 7: PERSONALIZATION

Allow people to personalise their environment for a sense of belonging.

Objective 7.1

Level of the Individual: Create a space to allow users to personalize to their liking.



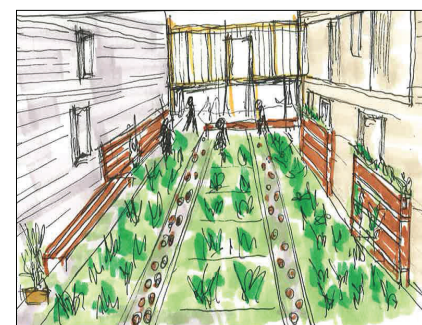
Design Concept: Residents should have freedom to contribute to the sense of space.



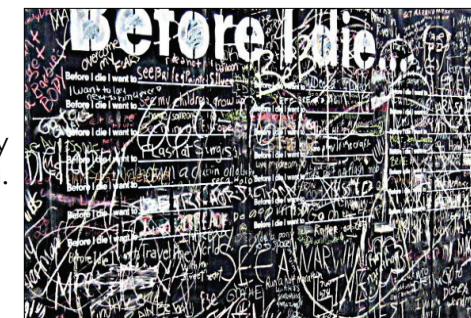
Design Concept: Shop owners personalize store front.

Objective 7.2

Level of the Community: Allow the community to personalize public space.

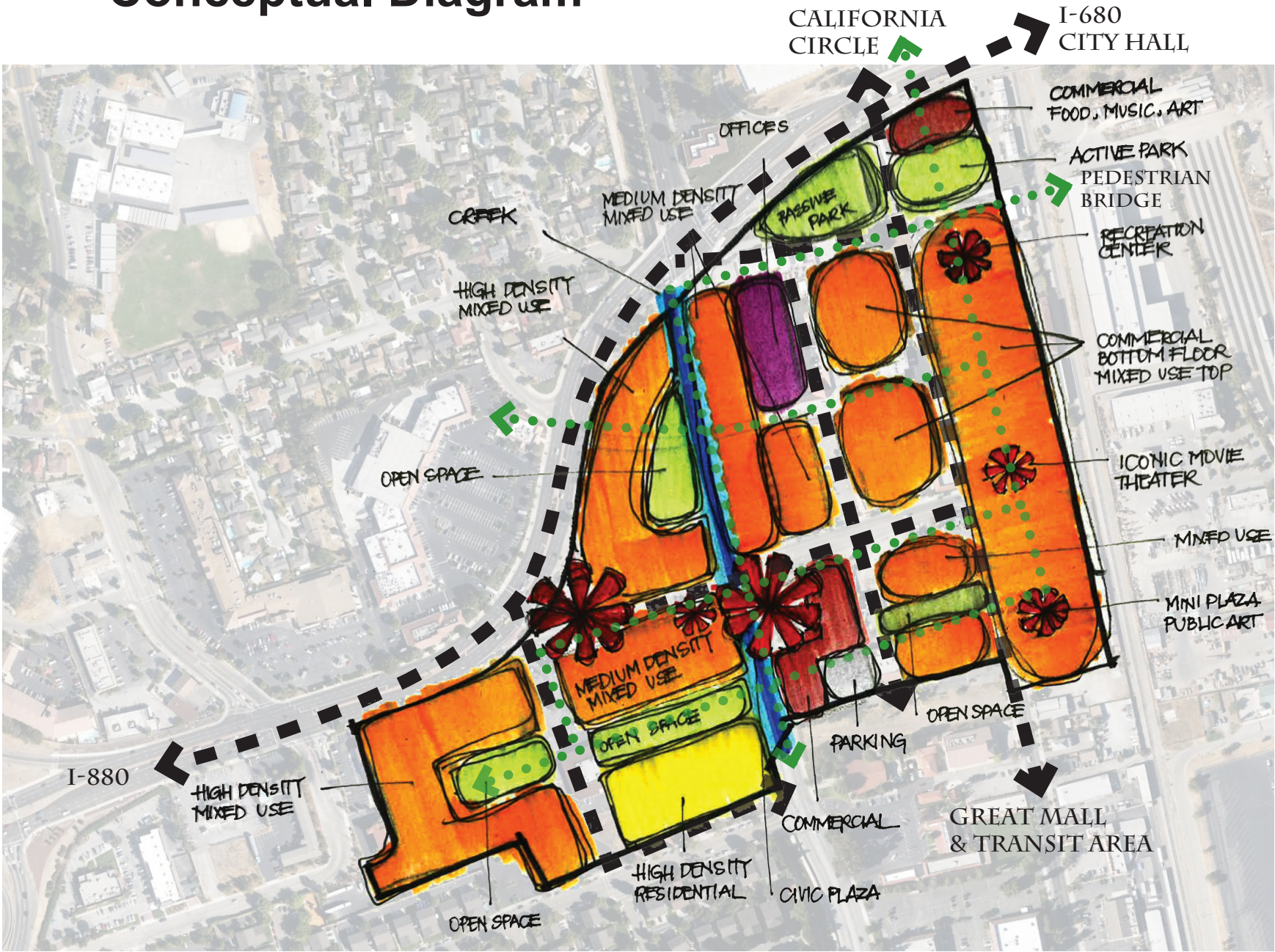


Design Concept: Spaces for Community gardens.



Design Concept: Community murals and art wall.

Conceptual Diagram



Estimated Square Footages of Total Built-Space by Land-Use

HIGH DENSITY RESIDENTIAL	572,571 SQ FT
HIGH DENSITY MIXED-USE	4,373,621 SQ FT
MEDIUM DENSITY MIXED-USE	1,198,127 SQ FT
MIXED USE	380,595 SQ FT
COMMERCIAL	204,530 SQ FT
OPEN SPACE	230,953 SQ FT
OFFICES	463,785 SQ FT
PARKING	38,642 SQ FT

Team 6:
Adam Marston
Darya Oreizi
Michael Paul
Sarah Wood

Vision Statement

The vision for Main Street began with a need for a destination. Milpitas currently lacks an identity, especially in comparison to the two cities it's nestled between, San Francisco and San Jose. Milpitas is part of Silicon Valley, a technological hotspot, yet this innovative jewel is left uncelebrated by the constellation of communities in the area. This leaves a gap that Milpitas has the capability of filling. Imagine a downtown that highlights the very ideas that gives the Silicon Valley its identity, and translates it into an animated, livable city. This is the new multicultural Main Street, a downtown of colorful nightlife, community gathering places, savory foreign cuisine, and creative urban gardens. Milpitas will be able to provide a niche for a range of audiences, and draw visitors to explore all it will to offer.

DESIGN PRINCIPLE 1: PERMEABILITY

Objective 1.1

Distinct axes throughout the site.



Design Concept: Rodeo Drive in Los Angeles offers shoppers a clear, clean pathway which eases navigation throughout the pedestrian street.

Design Concept: Sierra Vista Mall in Clovis, California utilizes major pedestrian axes. This allows pedestrians to easily find their bearings.



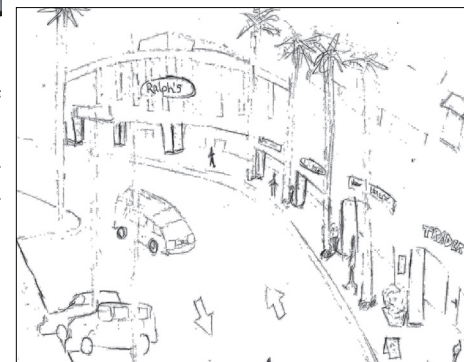
Objective 1.2

Clear and accessible in terms of pedestrian and vehicular movement.



Design Concept: In Landcaster, California the city focuses their downtown on pedestrian and vehicular movement. Both pedestrian and vehicular movements are separated, however the use of axes creates an easy flow between the two.

Design Concept: A sketch of the Uptown District in San Diego, Ca. Large sidewalks offer pedestrians a comfortable and enjoyable walk between shops.



DESIGN PRINCIPLE 2: VARIETY

Objective 2.1

A discernable variety in terms of land uses.



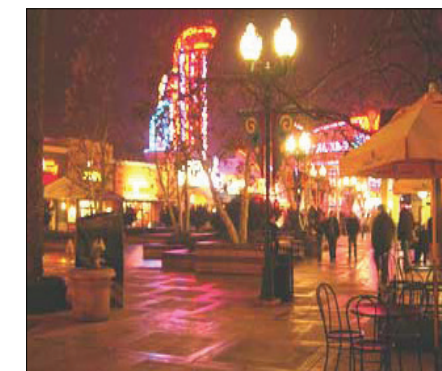
Design Concept: Union Square, San Francisco is well known for its multitude of uses. Commercial, residential, recreation, and business uses all within one square block.

Design Concept: Southborough, NC is a mixed-use environment. The community enjoy shopping, recreating, and living all within walkable distance.



Objective 2.2

A variety of attractions operating 24/7.



Design Concept: Riverpark shopping area in Fresno is locally known for its lively environment. The area retains a 24 hour presence due to its ability to sustain a multitude of events and showcases.

Design Concept: A mixed use building in South Carolina. Commercial, residential, and parking together, adding to the 24-hour environment.



DESIGN PRINCIPLE 3: LEGIBILITY

Objective 3.1

Clear signage within the site as well as on the perimeter to designate specific destinations.



Design Concept: Existing sign from I-880. Signage could contain information about project's technology walk, the performing arts center and the multicultural center.

Design Concept: Creating a gateway similar to this in the Mid-Town Area would be beneficial to attracting commuters to the area.



Objective 3.2

Landmark buildings would help give Milpitas a place in the Silicon Valley.



Design Concept: Milpitas needs a regional attraction. A performing arts center would attract visitors and showcase the different cultures in Milpitas and the Silicon Valley.



DESIGN PRINCIPLE 4: ROBUSTNESS

Objective 4.1

Creating a recognizable Performing Arts Center that offers a venue for music, plays, conferences and galas.



Design Concept: Architectural concept of the Performing Arts Center. It is easily visible from a distance, and utilizes a more "modern" architectural style that embodies use of metals and glass.

Design Concept: Emphasize the technological culture of Silicon Valley. It would also be distinct and large enough to be considered a central cultural hub for Midtown.



Objective 4.2

Connect the two sides Milpitas over the railway.



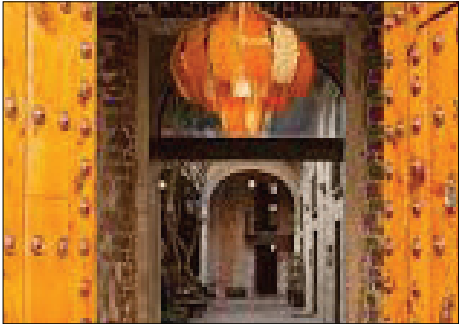
Design Concept: Interactive screens and glass displays to pay tribute to the history of Milpitas and the technological culture.



DESIGN PRINCIPLE 5: VISUAL APPROPRIATENESS

Objective 5.1

Incorporate architectural themes in landmarks buildings that blend and create a cohesive and enjoyable atmosphere.



Design Concept: Related cultural architecture will promote Milpitas's diversity. When integrated into the technological culture, MidTown will depict multiple cultural aspects.



Design Concept: Cultural Center Concept. Anchor buildings will have a consistent theme, such as metal and glass panes.

Objective 5.2

Adaptable streetscaping to facilitate the transition between night and day as well as between the seasons.



Design Concept: Special pedestrian lighting in the Midtown that is visually appealing also during the day. They could change according to seasons and decorations would add to the overall atmosphere.

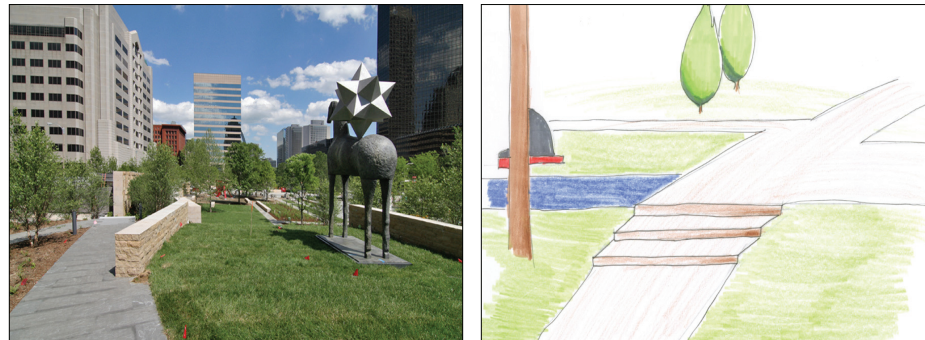


Design Concept: Light fixtures that will alter the feel of a large scale development and bring visual appeal to the site.

DESIGN PRINCIPLE 6: RICHNESS

Objective 6.1

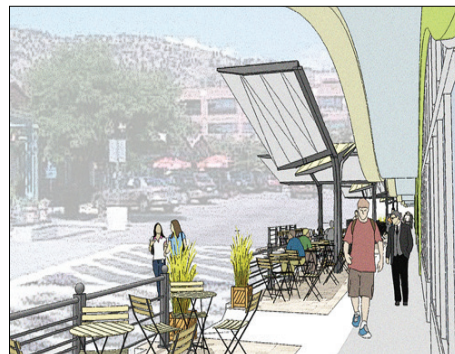
To provide a comprehensive experience to users that will satisfy the desires of all senses.



Design Concept: Urban gardens, roof gardens, and public plazas to be encouraged throughout Midtown.

Objective 6.2

Cater to many types of users and ensure all visitors can find their niches.



Design Concept: Encourage pocket plazas and sittable spaces with moveable chairs and tables throughout Midtown.

Design Concept: Integrate vegetation and large-canopy trees to sidewalks and plazas for a better microclimate.



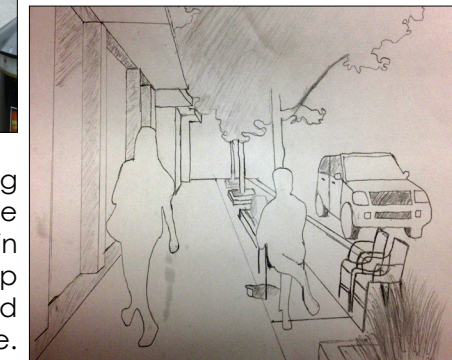
DESIGN PRINCIPLE 7: PERSONALIZATION

Objective 7.1

The development and all architectural solutions should relate to the human scale and also provide possibilities for individual adaptations.



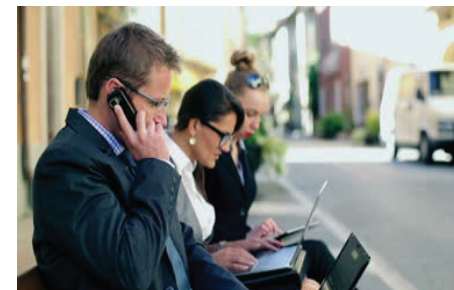
Design Concept: Streetscaping helps bring large and dense developments down to human scale and help encourage pedestrian traffic.



Design Concept: Articulating overhead breaks, moveable furniture, and changes in species of street trees help increase walkability and human scale.

Objective 7.2

Find Milpitas a cultural place within the Silicon Valley by embracing new technology.

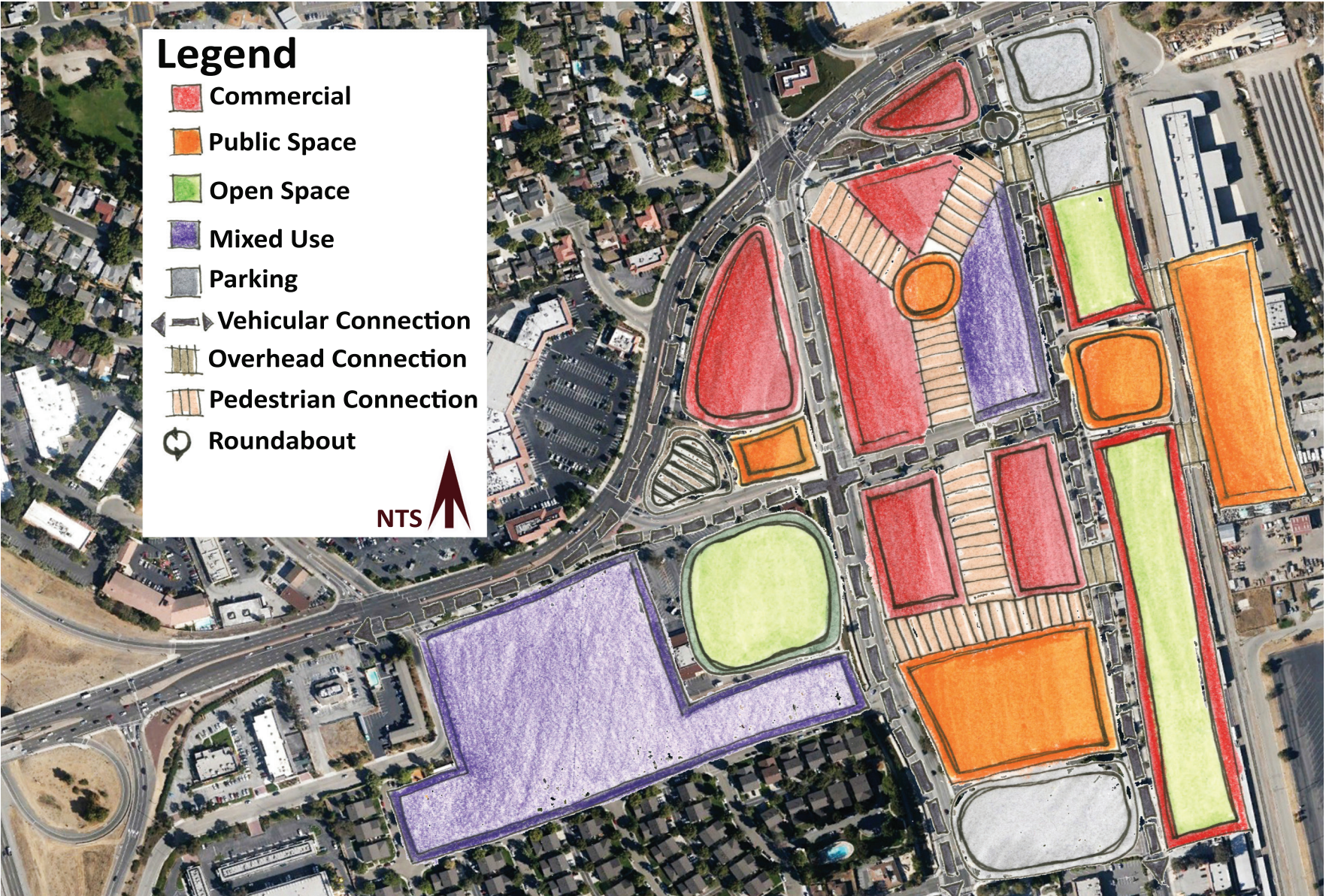


Design Concept: Embracing technology through showcasing its history and offering free wifi in public spaces will attract different types of users 24/7.

Design Concept: Milpitas can use the technology theme to bring communities in the Silicon Valley together.



Conceptual Diagram



Team 7:

Myra Ammari
Cara Carlucci
Rachel Kramer
Leigh Osterhus

Vision Statement

The vision for Main Street and downtown Milpitas is focused on a high-tech convention center that serves as a catalyst for the rest of the site. A Healthy Plaza is proposed as it links all of the residential parks and open spaces together. The downtown area on Main Street promotes a mixed-use of shops and restaurants, with a Restaurant Row on the east and west sides centered at the Serra Way intersection.

Our team used the 7 design elements in order to create a distinct downtown for Milpitas, California. The design elements include variety, robustness, permeability, legibility, visual appropriateness, personalization, and richness. The elements guided us in our conceptual diagrams and visioning process because it encouraged us to evaluate the site and consider all of the possibilities that will highlight the strengths of the area and generate the most activity. These principles are based in *Responsive Environments* by Ian Bentley et al.

DESIGN PRINCIPLE 1: PERMEABILITY

To ensure that any traveler can effectively and easily maneuver through the area and its various attractions in an enjoyable manner.

Objective 1.1

Add to the permeability of the area by include gathering spaces and wide sidewalks.



Design Concept: Wide comfortable sidewalks to encourage interconnectedness and walkability.

Design Concept: Gathering spaces will welcome visitors and provide opportunities for residents to meet, with seating, landscaping, and visually pleasing elements.



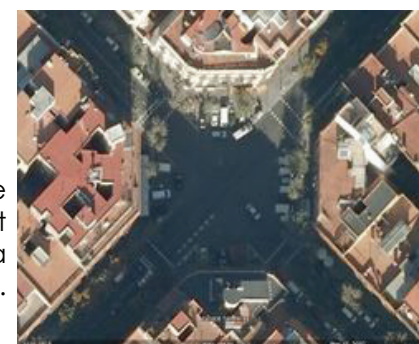
Objective 1.2

Bring buildings to the sidewalk and cut corners.



Design Concept: Have each street corner block to face each other. The street grid includes octagonal blocks that make for better ventilation and permeability.

Design Concept: Inspired in the Barcelona plan, diagonally cut buildings at the corners provide a node and a welcoming ambience.



DESIGN PRINCIPLE 2: VARIETY

To allow for a diversity of users and activities while achieving a balance between contrasting expectations.

Objective 2.1

To add to the variety of the site through uses and spaces dedicated to entertainment and leisure.



Design Concept: The movie theater will serve the purpose of entertainment and will attract a variety of people 24/7.

Design Concept: A high-tech museum & convention center will showcase technology in the Silicon Valley. A small interactive museum for technological advancements will serve as an anchor, and the convention center can attract a variety of users and activities.



Objective 2.2

Another design objective to contribute to variety on the site is the use of open areas that can serve as gathering places.



Design Concept: A plaza serving multiple different purposes throughout the week, such as a farmers market, antiques, and community and cultural events.

Design Concept: Small plazas throughout the area will gather the community, and have attractive design elements such as fountains.



DESIGN PRINCIPLE 3: LEGIBILITY

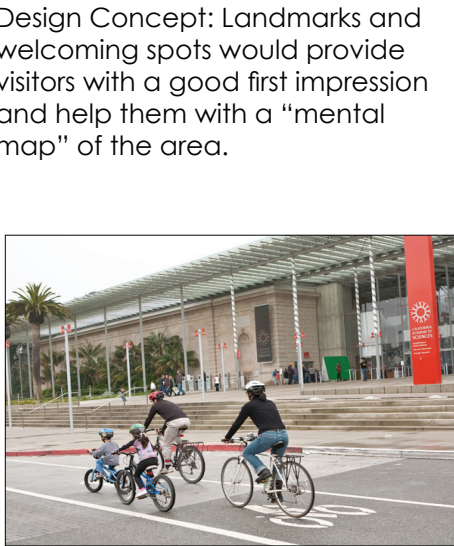
To define a safe, comfortable and pleasant environment for users to easily navigate and identify within as a place for community building.

Objective 3.1

Provide for interconnecteness of public spaces spaces and sidewalks, and a bike network.



Design Concept: A visible bike network makes the area more friendly and easy to natigate.



Design Concept: Landmarks and welcoming spots would provide visitors with a good first impression and help them with a “mental map” of the area.

Objective 3.2

The use of pedestrian friendly elements can increase the understanding of the area and add to the mental map.



Design Concept: A network of gathering spaces with seating and food and flower kiosks, complementing the retail.

Design Concept: A signage system tailored to facilitate the visitor's understanding of Milpitas's history and all offerings in the area.



DESIGN PRINCIPLE 4: ROBUSTNESS

To accomodate a dynamic variety of opportunities and activities while unifying a broad range of crowds and preferences.

Objective 4.1

Provide uses and opportunities to cater to all economic and cultural demographics.



Design Concept: Fine dining will act as an anchor and encourage people to hang-out and socialize along Main Street.



Design Concept: A Restaurant Row on Main Street will serve a wide array of patrons, cultures and cuisines.

Objective 4.2

Provide opportunities for live events and around-the-clock activity.



Design Concept: A plaza with a stage will provide for live acts and community events, creating opportunities for different demographics be attracted throughout the year and around-the-clock.



DESIGN PRINCIPLE 5: VISUAL APPROPRIATENESS

To create a sense of place that fits Milpitas' character and creates a responsive environment of crowds.

Objective 5.1

Provide for parking solutions that do not overwhelm pedestrians.



Design Concept: Use on-street parallel parking only to buffer pedestrians and provide parking garages with retail/services on the ground floor and attractive architectural solutions.

Objective 5.2

Sidewalks designed to create a seamless transition throughout the site and between sidewalk and street.



Design Concept: Trees and curb cutouts will separate the on-street parallel parking spaces, such as in downtown Mountain View, CA.

Design Concept: Use different materials, such as colored stones and stamped concrete to add charm to the sidewalks.



DESIGN PRINCIPLE 6: RICHNESS

To enhance the experience of visiting the area through an array of sensory experiences including sight, motion, smell, hearing and touch that contributes to the area's overall atmosphere.

Objective 6.1

Utilize trees purposefully along sidewalks.



Design Concept: A large tree canopy along Main Street will increase walkability and mark its importance in the area. Decorative trees in plazas will add to their attractiveness.



Design Concept: Adding special lights and decoration in trees will contribute to an attractive atmosphere.

Objective 7.1

Encourage architectural transparency.



Design Concept: Encouraging architectural solutions with large windows --particularly in storefronts-- will enhance the area's attractiveness and provide for a lively environment. This should guide the design of the convention center and public buildings, exposing their functions.

DESIGN PRINCIPLE 7: PERSONALIZATION

To provide a lively environment serving the needs and aspirations of users while creating a place where all residents can feel comfortable.

Objective 7.1

A Healthy Plaza will provide spaces that can be personalized to the different vendors.



Design Concept: The Healthy Plaza will be connected to the pedestrian and bike networks, and be located in a central area.



Design Concept: Encourage organic and healthy oriented retail, services and restaurants around the Healthy Plaza to attract residents and visitors.

Objective 7.2

Provide for opportunities/places for different community expressions.



Design Concept: A Farmer's Market on Sundays will complement the Restaurant Row and provide another attraction to Midtown.



Design Concept: Encourage cultural and ethnic festivals along Main Street during weekends, transforming it into a pedestrian street and integrate festivities into the Restaurant Row.

Conceptual Diagram

